

A Message from Governor John Engler

August 2002

To the Citizens of Michigan:

Michiganians are rightfully proud of our state – proud of our role as guardian of the Great Lakes, proud of our rich and diverse history, and proud of the unique and talented friends and neighbors who call our great state home. Michigan's greatness and our incredible array of natural gifts and cultural resources make our state one of America's top travel destinations, boasting a travel and tourism industry of nearly \$12 billion. In addition, the arts and cultural industry and related attractions are estimated to generate nearly \$50 billion in economic activity.



Over the past decade, key improvements have strengthened Michigan's leadership in the travel industry. For example, the Travel Bureau was reorganized and renamed Travel Michigan. Even more important, a new slogan – *Great Lakes, Great Times* – was adopted, as was a new marketing strategy, focusing on luring potential travelers from key regional markets. The results of these efforts are impressive – nearly nine out of 10 Great Lakes region residents recognize Michigan's slogan, and travel inquiries have doubled to more than 1.6 million in 2001.

Making Michigan's impressive historic and cultural resources more accessible to residents and travelers is the mission of the new state Department of History, Arts and Libraries (HAL). Created in 2001, HAL brought together agencies that had been scattered throughout state government to make Michigan a national leader in managing and nurturing cultural resources.

A major HAL initiative was the official launch of the Michigan e-Library, which provides access to online educational reference resources, including thousands of e-books, newspapers and magazines. Available to the public at www.michigan.gov/hal, this new service was accessed by more than 126,000 visitors in its first three weeks alone.

From Mackinac Island State Park to the Michigan Historical Center, our state is blessed with unique and significant cultural and historic resources. By improving the management and marketing of those resources, we will continue to build Michigan's image as not just the Great Lakes State, but as a great place to travel, to live and to raise a family.

Sincerely,

A handwritten signature in black ink that reads 'John Engler'. The signature is fluid and cursive, with the first and last names being more prominent.

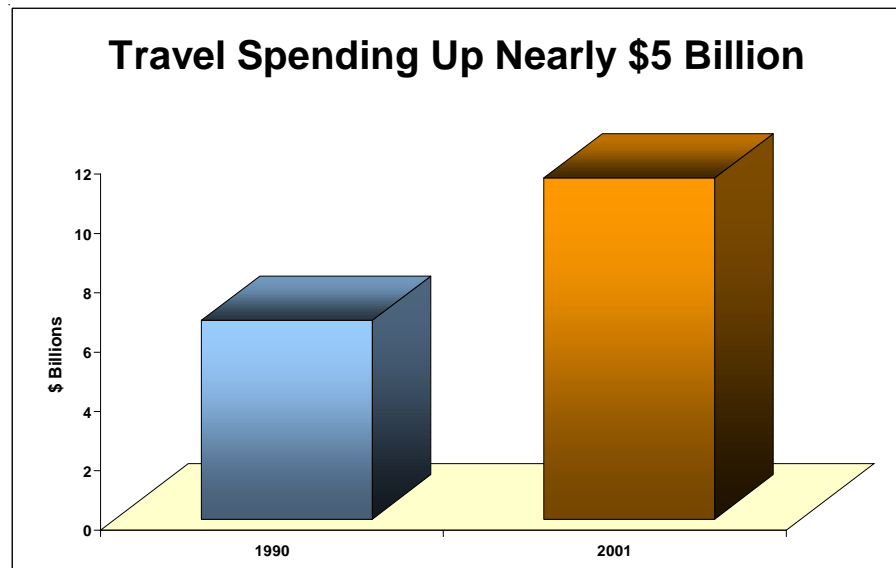
John Engler
Governor

Michigan: Great Lakes, Great Times Making Travel and Tourism a Top Priority

Travel Spending Climbs

In 2002, travel and tourism in Michigan is approaching a \$12 billion industry, up from \$6.7 billion in 1990. The Governor strengthened Michigan's commitment to travel as an important part of the state economic development strategy by moving the Travel Bureau to the Michigan Jobs Commission (now the Michigan Economic Development Corporation).

Later, the name was changed to Travel Michigan. Its new strategy was to focus its efforts to more effectively market travel and tourism in Michigan to consumers most likely to take advantage of our numerous recreational and urban attractions. Travel Michigan also adopted a new slogan – *Michigan: Great Lakes,*

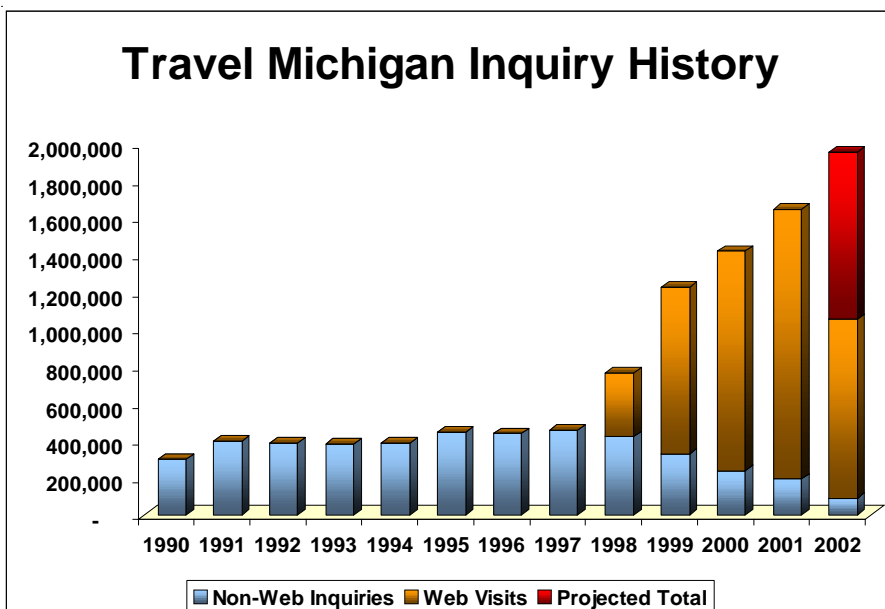


Great Times – to reflect Michigan's greatest natural resource, the Great Lakes.

Rather than scatter resources in numerous expensive markets across the United States and Europe, Travel Michigan identified markets within the Great

Lakes region that provide the vast majority of out-of-state travelers to Michigan.

Markets were selected based on state and national research that identified areas that have people predisposed to travel in Michigan. This strategy has allowed Travel Michigan to focus advertising dollars and public relations efforts where they realize the greatest impact for each dollar spent. In fact, it is estimated that the return on each advertising dollar spent by Travel Michigan is \$13.



Target Markets for Travel Michigan:

- Metro Chicago
- Cleveland
- Green Bay/ Appleton
- Indianapolis

Progress Report: **Grand Hotel • Mackinac Island**

DAN MUSSER

President

Grand Hotel

While the Mackinac region is famous for the five-mile bridge that connects the upper and lower peninsulas of Michigan, this island just to the east of the bridge houses one of the state's most famous landmarks – the Grand Hotel, built in 1887.

Hotel President Dan Musser III says, “It’s an occasion when you come here to Mackinac Island. Guests respond to the atmosphere and enjoy it.”

With the island being home to the Governor’s summer residence, Musser and the Grand Hotel’s guests have frequent contact with Governor Engler, and he is a regular speaker at events held in the hotel.

“He’s part of our island family up here, preserving our community and lifestyle here,” Musser stated. “He’s brought a no-nonsense approach to professional organizations like the state travel bureau, and it’s paid off for the island. He’s been a good neighbor, and we’ll miss him.”



Improving the Management of Welcome Centers

In 1997, Travel Michigan undertook the management of the Michigan Welcome Center program. The 13 centers host almost 10 million travelers each year. The largest Welcome Centers (Clare, Monroe, and New Buffalo) now reflect the *Great Lakes, Great Times* slogan. Rebuilding of the Coldwater Welcome Center should be completed next year, fully equipping it with the latest in technology to better serve the nearly one million travelers who visit each year.

Michigan Invests in New Terminal at Detroit Metro Airport to Better Serve 36 Million Passengers

The state invested \$65 million in the new McNamara Terminal at Detroit Metro Airport. It provides a modern, efficient welcome to the 36 million air passengers who travel there each year. As part of the investment package, Travel Michigan and the MEDC were provided space for a Business and Visitor Center in the terminal to welcome visitors and to distribute travel and business information.

Clean Michigan Provides \$100 Million to Enhance Parks and Recreation Opportunities

In recognition of the importance of outdoor recreation to the state’s tourism industry and to protect and preserve these resources for future generations, the Clean Michigan Initiative provided \$50 million to make critical improvements in our state parks and another \$50 million to enhance local parks and recreational opportunities.

Enriching Our Quality of Life

The Dept. of History, Arts & Libraries

The creation of the Michigan Department of History, Arts and Libraries (HAL) in 2001 represented the culmination of a decade of support for cultural programs by Governor Engler.

The mission of the department is to enrich the quality of life for Michigan residents by providing access to information, preserving and promoting Michigan heritage, and fostering cultural creativity. The five agencies that were brought together to form HAL had each already been successful in promoting cultural programming, but the creation of this organization brings closer collaboration and greater public attention to the opportunities for learning and celebrating Michigan's rich cultural heritage.

THE MAKEUP OF HAL

Agencies unified under one roof at the new Department of History, Arts and Libraries:



Library of Michigan



Michigan Historical Center



Mackinac Island State
Park Commission



Michigan Film Office



Michigan Council for Arts
and Cultural Affairs

Progress Report: Michigan Travel Commission



LINDA GOBLER

Former Chairwoman

Travel Michigan Commission

From the time that she was appointed to the Michigan Travel Commission in 1991 until she resigned from the commission 10 years later, Linda Gobler was a staunch supporter of travel and culture in Michigan. She worked closely with Governor Engler during her time on the Travel Commission, experiencing firsthand the importance of travel and culture.

"The travel and culture industries in Michigan are seen by Governor Engler as very important businesses," Gobler said. "A huge fan of the state, he talks about it to people around the country and the world. We could always count on him to promote Michigan."

Since Governor Engler took office, travel and culture in Michigan have taken off. The commission created a new slogan – *Great Lakes, Great Times* – and began using the lighthouse on state publications to increase recognition of the state across the country. "In Michigan, we are the only region in the world that has outdoor activities such as boating, fishing, and the dunes mixed with resorts," Gobler commented. "We have things that other states don't have and many Michiganders don't always remember."

Gobler stresses the importance of not overlooking industries and companies that might not necessarily be associated with travel and culture, and also the need to be creative in building partnerships. "It's about thinking outside the box, and Governor Engler understands that better than anyone else," she notes.

Michigan Lighthouse Project Preserves and Protects State's Treasured Beacons

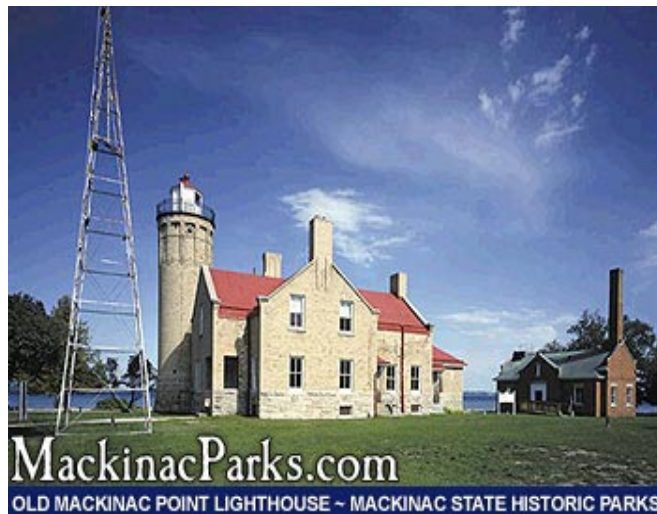
Lighthouses symbolize the past, present, and future of our state. They guided boats to safety on the Great Lakes in the past and represent that heritage to current and future generations.

Lighthouses on the Great Lakes have aided sailors since the United States government started building them in 1787 and were later cared for by the United States Coast Guard. However, technological changes have rendered the need for lighthouses obsolete, leaving Michigan's more than 120 lighthouses un-der federal care.

*Michigan
has over
120
lighthouses
— more than
any other
state.*

When many of these federally controlled lighthouses were scheduled for disposal, Michigan stepped up to save them with the Michigan Lighthouse Project in 1998. The State Historic Preservation Office of the Michigan Historical Center and the Michigan Historic Preservation Network work "to increase public and governmental awareness of lighthouse preservation issues and identify ways to ensure the long-term preservation of Michigan's lighthouses."

It is through the Michigan Lighthouse Project that many of Michigan's historical light-houses can be saved for future generations to learn about and enjoy. As part of this effort, Governor Engler provided \$6 million through the Clean Michigan Initiative to fund local grants in 1998.



For example, the Old Mackinac Point Lighthouse, built in 1892, has received \$60,000 in grant funds over the past three years, furthering progress toward its restoration and reopening. Well known to travelers visiting the Upper Peninsula, it is located near the southern end of the Mackinac Bridge.



Michigan began issuing specialty license plates in April of 2001 to raise money for six state-supported causes. With its striking red-and-white stripes, the White Shoal Lighthouse is set against the blue waters of Lake Michigan to symbolize the need to preserve all of Michigan's lighthouses.

Michigan Quarter Commission

The 50 State Quarters Program, sponsored by the U.S. Mint, requires that every state quarter celebrate the state's history, traditions, and symbols.

Cars, lighthouses, white pine trees, the North Star and the Mackinac Bridge – these are among the many things that make Michigan unique, and they are the concepts that the members of the Michigan Quarter Commission wanted to capture on the state quarter, which will be released in early 2004.

“Thousands of people devoted their time, talent and energy to come up with a design that truly represents our great state.” --
Governor Engler

With an amazing 4,300 entries received with ideas for the quarter design, the commission had the task of narrowing those entries down to five for submission to Governor Engler. All five concepts have a variation of the two peninsulas of Michigan, which are what makes the state so recognizable. Other submissions include an antique car, representing the automobile industry in Michigan; the Mackinac Bridge, the western hemisphere's longest suspension bridge that connects the two peninsulas; a lighthouse, representing the shipping heritage of the Great Lakes; a Great Lakes canoe, used by Native Americans and early settlers of Michigan; the North Star, which embodies the Civil War era struggle for slaves to reach freedom in Canada by escaping through Michigan; and the white pine, the state tree that also signifies the lumber industry that boomed in the state in the 1800s.

A final decision on the design of the Michigan quarter will come from the U.S. Mint sometime during fall of 2002, with the release to the nation in early 2004.

MICHIGAN QUARTER FACTS

- As the 26th state to join the union, Michigan is scheduled to have the first quarter of 2004.
- The Michigan Quarter Commission received 4,309 design submissions.
- Entries came from 73 of Michigan's 83 counties.
- Eighty submissions came via the Web.
- Over 1,500 people recommended using both the state outline and the Great Lakes theme.
- In all, 134 classrooms in 117 schools participated.

Five Quarter Concepts



Library of Michigan Serves Citizens with World Class Resources

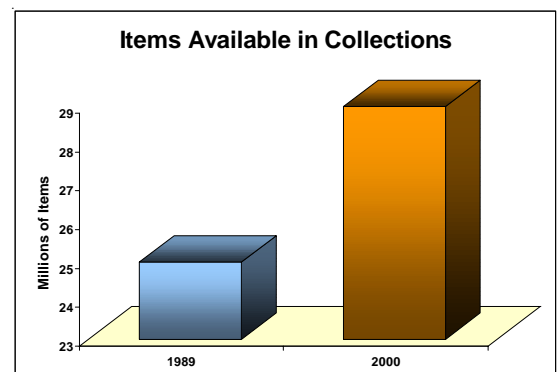
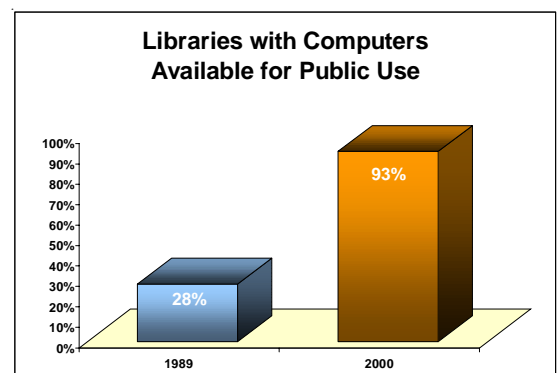
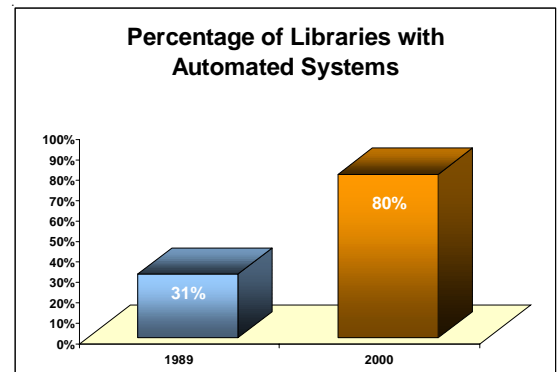
The Library of Michigan spends \$3.2 million per year to provide online educational reference resources, including e-books, to every library and every resident of the state through the Michigan e-Library. This resource allows residents of the state to have access to the same information regardless of where they live in the state and saves local libraries more than \$129 million annually. Enhancement of the Library of Michigan genealogy collection has made it one of the five largest in the United States. Since 1997, the Library of Michigan has expanded its hours, provides free Internet access and training labs to the public, automated and made web-accessible its catalog, instituted the statewide summer reading club and introduced new adaptive technology and enhanced services such as Live Reference.



Michigan Historical Center Provides Invaluable Information

In 1991, the Governor provided \$1.8 million for the creation of the “Michigan in the Twentieth Century” exhibits, a \$3.6 million project, at the Michigan Historical Museum. The Michigan Historical Center Foundation raised the remaining funds and donations needed, and in 1995 the exhibits, which highlight the accomplishments of Michigan over the last 100 years, opened to the public. Also in 1995, the Michigan Historical Center launched its Web site, which receives more than 1.8 million visitors a year and provides special history materials for students and teachers, on-line museum exhibits, and digital access to information on Michigan historic sites and archival collections.

In 2001, “Michigan History for Kids,” reaching every fourth grader in Michigan, and “The BIG History Lesson,” giving a single class five days of intensive experience in the museum, were launched. In partnership with the Department of Natural Resources, the Michigan Historical Center completed the restoration of the lighthouse and lightkeeper’s dwelling at Fort Wilkins and the logging exhibit buildings at Hartwick Pines and created new exhibits for all four buildings. The two sites are the most visited of the Michigan Historical Museum’s 10 sites, serving more than 650,000 visitors every year.



BRINGING MICHIGAN LIBRARIES INTO THE 21ST CENTURY

Michigan Libraries now have **3,956** computers available with public internet connections, and

225 (or 59 percent) of Michigan libraries have web pages.

Mackinac Island State Park Commission Shepherds Michigan's Gem

From 1991 to 2001, the Mackinac Island State Park Commission (MISPC) served more than eight million park visitors and nearly four million museum visitors from all 50 states and 60 foreign countries. During the same period, the commission made Mackinac more accessible to millions of visitors through new exhibitions, public presentations and publications.

Over the last 10 years, 4,484 feet of lakefront and 20.8 acres of land were protected for the enjoyment of future generations, helping to fulfill one of the core objectives of the commission: to preserve Mackinac Island's natural beauty forever. MISPC also developed and implemented a comprehensive strategic plan to protect, preserve and present Mackinac's rich historic and natural resources and to provide outstanding educational and recreational experiences for the public. Most notably, the commission secured \$16,149,939 in grants and bond proceeds, over and above legislative appropriated operating funds, to carry out the strategic plan. In addition, 11 buildings, structures and sites, including the oldest surviving structures in Michigan, were restored or reconstructed over the last decade.

Mackinac Island, with more than 800,000 annual visitors, has been internationally recognized by "Condé Nast" readers as one of the 20 most beautiful islands in the world. "National Geographic Traveler" also designated Mackinac Island State Park as one of the 10 top state parks in the United States.

Michigan Film Office Brings Hollywood to the Great Lakes

For films like "Somewhere in Time" to "Escanaba in da Moonlight," Michigan locations, productions and actors provide everything filmmakers need. That's one of the reasons 2001 was a record year for the Michigan Film Office, with the film industry spending nearly \$20 million on feature filming in Michigan. The Film Office was created to assist and attract incoming production companies and helps share Michigan's unique story with the nation and the world. Recent films shot in Michigan include "Road to Perdition," "Super-Sucker," "Below," and "China."



In 2002, Governor Engler signed legislation creating the Michigan Film Advisory Commission, a 15-member board tasked with helping the Film Office market Michigan to Hollywood and to the advertising industry.

Michigan Council for Arts and Cultural Affairs Delivers Arts Funding

The Michigan Council for Arts and Cultural Affairs (MCACA) ranks among the top five states in grant funding, awarding more than \$20 million in grants to arts and cultural organizations annually. The council is also a national leader in grant application review, partnership programming, grants distribution and assessment.

The council has focused on providing equitable arts and cultural funding and/or services delivery to the state's 83 counties, including the establishment of innovative grant programs specifically designed to make quality arts and cultural programs and services available to rural and under-served communities.

In 2001, economic impact research conducted by the MCACA revealed the arts and cultural industry in Michigan generates over \$46 billion annually and that organizations networking with MCACA serve more than 60 million people and leverage \$10 for every state grant dollar.

ArtServe Michigan, the state's leading arts advocacy organization, gave Governor Engler a special recognition award in 2001, and the U.S. Conference of Mayors honored Engler with its State Arts Leadership Award in 2002.

Progress Report:

Henry Ford Museum and Greenfield Village

STEVE HAMP

President

Henry Ford Museum and Greenfield Village

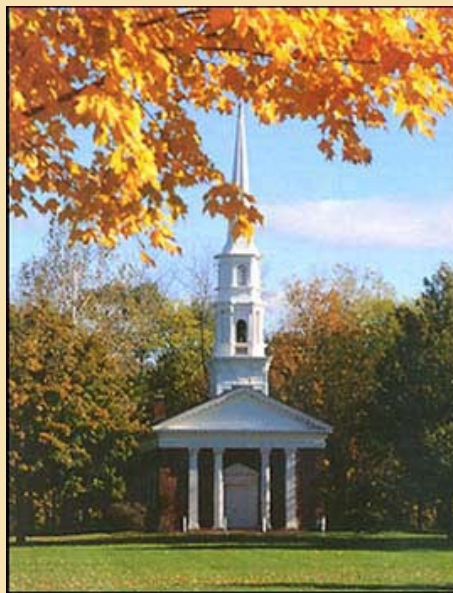
"Governor Engler has aggressively and positively promoted travel and tourism in the state during his tenure," says Steve Hamp. And Mr. Hamp should know. He has been an integral part of numerous commissions during the Governor's 12-year tenure, from the Travel Commission to the Michigan Quarter Commission, all having to do with travel and culture in some way, shape, or form. "All of these commissions have great opportunities to promote Michigan's tremendous tourism experiences," Hamp noted.

Hamp, president of Henry Ford Museum and Greenfield Village, in Detroit, has his own perspective when it comes to preserving the rich cultural history of the State of Michigan.

"Our aggressive collections program focuses on our entire nation's innovative history, but we delight in providing special attention to our own great state," Hamp declared.

"Through our own vigorous collection and presentation strategies, and those in other organizations like the Arts League of Michigan, we seek to preserve and present significant stories that are part of Michigan's heritage." In doing this, Hamp has recently procured the

famous bus on which Rosa Parks refused to give up her seat, sparking the Montgomery Bus Boycott, and an IMAX show titled *Celebrate Detroit*, which airs before all IMAX features at the museum.



Considering his work at Henry Ford Museum and Greenfield Village, it was only natural for Hamp to get involved with the Quarter Commission, which selected five designs for the state quarter, to be minted in 2004. "The Quarter Commission helped us represent Michigan's iconic image – the mitten-shaped peninsula surrounded by the Great Lakes – to millions of Americans when they carry the Michigan quarter in their pockets. That's pretty important," said Hamp.

"Governor Engler deserves special credit for democratizing state arts and culture funding with the creation of the Michigan Council for Arts and Cultural Affairs. Governor Engler is responsible for this enlightened and democratic change and deserves special credit for his courage and insight in providing such a broad opportunity. The citizens of Michigan and all of our guests from out-of-state are the beneficiaries."